

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPTON, INC.

Ad No. 1936-A4 - (TRAPEZEE) - Req. No. H91325 - Page, 4/c Bleed - (5 7/8 x 9 1/4 inches)
Printed in U.S.A.

Opera Books, 1986
(604)



© Philip Morris Inc. 1986

Get a taste of it.

Merit

The low tar flavor break.



Joyride.

Kings: 8 mg "tar," 0.5 mg nicotine av. per cigarette, FTC Report Feb. '85.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



2061192562